

## Police Traffic Services – FY 2015

The Office of Highway Safety Planning (OHSP) implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection.

### Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 27 percent from 6,612 in 2012 to 4,825 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 37 percent from 1,320 in 2012 to 836 by December 31, 2016.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by one percent from 410 in 2012 to 408 by December 31, 2016.

<b>Task 1: Traffic Enforcement</b>		<b>\$6,772,000</b>
	<b>Revision 03/06/2015</b>	<b><del>\$5,652,000</del></b>
	<b>Revision 01/27/2015</b>	<b><del>\$4,560,000</del></b>
	<b>Revision 11/21/2014</b>	<b><del>\$4,575,000</del></b>
Section 410 funds	Revision 03/06/2015	\$ 520,000
Section 405(b) funds		\$2,345,000
	Revision 03/06/2015	<del>\$1,745,000</del>
	Revision 01/27/2015	<del>\$1,245,000</del>
Section 405(d) funds		\$2,330,000
	Revision 01/27/2015	<del>\$1,730,000</del>
Section 402 funds		\$1,577,000
	Revision 01/27/2015	<del>\$1,585,000</del>
	Revision 11/21/2014	<del>\$1,600,000</del>

### Overtime Traffic Enforcement

Project Number	PT-15-04+		
Benefit to Locals	Yes		
Grantee	State, county and local law enforcement		
Grant Amount, Funding Source	\$ 520,000	03/06/15	410
Grant Amount, Funding Source	\$2,285,000		405(b)
	<del>\$1,685,000</del>	03/06/15	
	<del>\$1,185,000</del>	01/27/15	
Grant Amount, Funding Source	\$2,330,000		405(d)
	<del>\$1,730,000</del>	01/27/15	

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Grant Amount, Funding Source	\$1,252,000		402
	<del>\$1,245,000</del>	03/06/15	
	<del>\$1,260,000</del>	01/27/15	
	<del>\$1,275,000</del>	11/21/14	
Project Number	CP-15-02		
Benefit to Locals	No		
Grantee	OHSP-Program Management Section		
Grant Amount, Funding Source	\$0	03/06/15	402
	<del>\$7,000</del>	01/27/15	
Grant Start-up	October 1		
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.		
Project Objective	Conduct up to 22,000 hours of safety belt enforcement by September 30, 2015.		
	Conduct up to 38,000 hours of impaired driving enforcement by September 30, 2015.		
	Average .72 equivalent stops per billed hour of OWI patrol in the Upper Peninsula by September 30, 2015.		
	Average 1.29 equivalent stops per billed hour of OWI patrol in the Lower Peninsula by September 30, 2015.		
	Average 1.09 equivalent stops per billed hour of safety belt patrol by September 30, 2015.		

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. OHSP will fund cooperative overtime enforcement in 26 counties focusing on year-round impaired driving and seat belt compliance particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times.

Further review of this analysis indicates that the summer months of June, July, August, and September have a significant number of fatal and serious crash injuries. The overtime enforcement plan will expand to law enforcement agencies in an additional 24 counties during these months to conduct seat belt enforcement beginning on May 18 and impaired driving enforcement as early as June 1 through September 26, 2015.

Funding will support the costs related to overtime enforcement efforts.

Please see the attached Traffic Enforcement Plan for further enforcement details.

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### Seat Belt Enforcement Zone Signs for Overtime

Project Number	CP-15-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$60,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	Purchase and distribute signs by September 30, 2015.	

“Seat belt enforcement zone” signs will be purchased and shipped . There are 1,000 signs currently in use in the field.

Funding will support the purchase and distribution of signs.

### Operation Combined Accident Reduction Efforts (C.A.R.E) Enforcement

Project Number	PT-15-04+	
Benefit to Locals	Yes	
Grantee	Michigan State Police Districts	
Grant Amount, Funding Source	\$300,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	To reduce the number of fatalities and serious injuries by ten percent over the next three-year Operation C.A.R.E. Thanksgiving holiday campaign period from 6,234 in 2013 to 5,611 by December 31, 2016.	

Thanksgiving is the deadliest holiday for fatal traffic crashes after Labor Day. In 2013, ten people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving Holiday period. High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries.

Operation C.A.R.E began in 1977 through the efforts of the Michigan State Police (MSP) and Indiana State Police. This C.A.R.E. project was designed to reduce traffic collisions and injuries through public information, education, and strict consistent interstate enforcement. It is now a nation-wide effort.

Earned media will be created, including district news events, and public information materials. Funding for public information and education materials is included in the Community Program grant. The high visibility traffic enforcement over the Thanksgiving holiday period will focus on speeding, aggressive driving, seat belts,

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texting, and driving, and impaired driving. This will be the largest Operation C.A.R.E. campaign in MSP history.

Funding will support overtime costs associated with the mobilization.

### Distracted Driving Enforcement Pilot Project

Project Number	PT-15-04+	
Project Number	Yes	
Benefit to Locals	Local law enforcement	
Grantee	\$25,000	402
Grant Amount, Funding Source	October 1	
Grant Start-up	High visibility enforcement. Encourage enforcement of the state's texting law. Conduct effective communication and outreach activities.	
SHSP Strategy	Provide overtime funding dedicated to distracted driving behaviors for law enforcement by September 30, 2015.	

In 2014, NHTSA conducted a national distracted driving campaign. An enforcement action kit was created to help rally officers and alert the public to prepare for maximum high-visibility texting ban enforcement. NHTSA also funded paid advertising. This effort was part of the national "*U Drive. U Text. U Pay*" high-visibility enforcement (HVE) campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach to let people know about the enforcement and convince them to obey the law.

Several pilot locations for conducting a distracted driving enforcement project will be recruited in 2015 in Michigan. The pilot will mirror the national distracted driving enforcement time period to allow for the use of national advertising and media outreach. Sites will be selected based on crash data, local ordinances, and availability of grantees. High visibility enforcement will be used to patrol the selected sites for full coverage of the area.

Funding will support overtime costs associated with the mobilization.

<b>Task 2: Enforcement Support</b>	<b>\$200,000</b>
Section 402 funds	\$200,000

### Traffic Safety Specialist Program

Project Number	PT-15-03	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$200,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communication and outreach	

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	activities. Monitor development of new countermeasures and identify those that could be implemented in Michigan. Broaden the use of currently accepted and proven countermeasures. Collaborate with partners to identify and promote opportunities for funding.
Project Objective	<p>Establish a traffic safety specialist training program to increase training and support for law enforcement by September 30, 2015.</p> <p>Enhance communications, and promote a stronger relationship between OHSP and local law enforcement agencies by September 30, 2015.</p>

Over the past ten years, with the economic impact on the number of law enforcement officers at all levels and positions, Michigan has experienced a dramatic decrease in the level of support for traffic safety/enforcement among the law enforcement community. Fewer police officers result in less discretionary patrol time at a time when calls for service are increasing. As a result, the impact of general deterrence generated by traffic enforcement, a major contributor to driver behavior change decreases.

To increase support for traffic safety enforcement, OHSP will create a Traffic Safety Specialist Program modeled after a program in Maryland. This program will provide the opportunity for all law enforcement officers in Michigan to receive professional designation based on their level of experience, training, and proficiency in Highway Safety and Traffic Enforcement methods and procedures. This designation will be awarded on three levels: TSS-I, TSS-II, and TSS-III. Each of the levels requires mandated experience and training as well as varying amounts of "elective points" which can be earned through documentation of successfully completed traffic safety-related courses, post-secondary education, military service, and documentation of certain traffic safety awards. Achieving the higher designations requires additional training, job performance, and the development of skills and proficiency as a traffic enforcement officer.

A law enforcement liaison will be contracted with OHSP to help garner support for traffic safety/enforcement within the law enforcement community as well as coordinate training at varying locations throughout the state. Training enables law enforcement officers to be aware of and understand current issues in order to successfully address traffic safety priorities. The training will also assist officers with achieving their desired Traffic Safety Specialist designation.

Funding will support the costs associated with the new traffic safety specialist position and training programs.

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<b>Task 3: Education and Communication</b>		<b>\$4,260,000</b>
	<b>Revision 01/21/2015</b>	<b>\$4,195,000</b>
	<b>Revision 02/19/2015</b>	<b>\$4,150,000</b>
	<b>Revision 11/21/2014</b>	<b>\$4,135,000</b>
Section 402 funds		\$ 35,000
	Revision 11/21/2014	<del>\$ 20,000</del>
Section 402 funds-Paid Media		\$1,000,000
Section 405(b) funds		\$ 110,000
	Revision 01/27/2015	<del>\$ 45,000</del>
Section 405(b) funds-Paid Media		\$ 500,000
Section 405(c) funds		\$ 25,000
Section 405(d) funds		\$ 90,000
	Revision 02/19/2015	<del>\$ 45,000</del>
Section 405(d) funds-Paid Media		\$2,500,000

### Mobilization Paid Advertising

Project Number	CP-15-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$2,500,000	405(d) Paid Media
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$500,000	405(b) Paid Media
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$1,000,000	402 Paid Media
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Conduct at least one media campaign geared at special traffic enforcement mobilizations by September 30, 2015.</p> <p>Build awareness for the <i>Drive Sober or Get Pulled Over</i> campaign message among young men to at least fifty percent by September 30, 2015.</p> <p>Build awareness for the <i>Click It or Ticket</i> campaign among young men to at least 85 percent by September 30, 2015.</p>	

Special traffic enforcement programs have a far greater likelihood of success when combined with a strong publicity component. As safety belt use decreases, the need for paid advertising surrounding statewide enforcement periods becomes even greater because it is more difficult and challenging to reach those motorists who are failing to buckle up. Further, it is imperative that a strong enforcement and penalty

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message is conveyed to motorists most likely to drive impaired in order to persuade the target audience to make safe and responsible choices. The target audience in both instances is young men, since young men typically are not engaged in either primary means for conveying information regarding special traffic enforcement efforts.

Funding will cover paid advertising costs during the specified mobilization.

### Mobilization **Message Development**

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$110,000 \$ <del>45,000</del> 01/21/2015	405(b)
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$90,000 <del>\$45,000</del> 02/19/2015	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Develop and host three news events to maximize local media interest by seeking a new media hook by December 31, 2016.	

Strong targeted paid advertising messages have helped OHSP achieve one of the highest belt use rates in the nation, which helped reduce unrestrained fatalities and serious injuries. This has involved periodically updating and refreshing the advertising message so it remains memorable, and a call to action for young men.

Funding will support the development of new creative themes for enforcement mobilizations, including advertising, earned media, and outreach.

### **Regional Law Enforcement Training**

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$20,000	402
Project Number	PT-15-37	
Benefit to Locals	Yes	
Grantee	MACP	
Grant Start-up	October 1	
Grant Amount, Funding Source	\$15,000 11/21/14	402
Grant Start-up	October 1	



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SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Conduct effective communication and outreach activities. Explore innovative countermeasures for impaired driving.
Project Objective	Conduct one Upper Peninsula law enforcement training conference by September 30, 2015.  To Provide traffic safety training during the MACP Mid-Winter Professional Development Training Conference for up to 300 police officers no later than September 30, 2015.

Training enables law enforcement officers to be aware of and understand current issues in order to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic fatalities, and injuries.

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement traffic officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Due to the geographical and climatic isolation of the Upper Peninsula, it is difficult for law enforcement officers to obtain new training and must travel in order to accomplish this task. Providing a conference in the Upper Peninsula would be a substantial cost and timesavings for the law enforcement agencies in the area.

Funding will support the costs of the Upper Peninsula law enforcement training conference.

### **Occupant Kinematics for the Crash Reconstructionist Training**

Project Number	PT-15-01
Benefit to Locals	Yes
Grantee	Traffic Improvement Association (TIA)
Grant Amount, Funding Source	\$25,000 405(c)
Grant Start-up	October 1
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.
Project Objective	Conduct up to two trainings by September 30, 2015.

Completeness of traffic records is a critical component of model traffic records systems. Education on the accurate reporting of traffic crash evidence helps to improve the crash data submitted by law enforcement agencies, which in turn results in better problem identification for traffic safety program planning.



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This training teaches traffic crash reconstructionists how to recognize and interpret traffic crash evidence as it relates to occupant seating positions, and injury and restraint use data. This national training program may not be available for presentation to Michigan law enforcement agencies without funding support. The trainings conducted in 2015 and any recent past trainings will establish a baseline for the number of traffic crash reconstructionists trained in a fiscal year. Once the baseline is established, a percentage of growth may be determined for training in future years.

Funding will support costs associated with the trainings.

<b>Task 4: Evaluation</b>		<b>\$255,000</b>
<b>Revision 09/18/2014</b>		<b><del>\$225,000</del></b>
Section 402 funds		\$255,000
	Revision 09/18/2014	<del>\$225,000</del>

### Telephone Surveys

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$180,000	402
	<del>\$150,000</del> 09/18/2014	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	
Project Objective	Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least six telephone surveys by September 30, 2015.	

Michigan has one of the best crash data reporting systems in the United States, but program planning for each new grant cycle based solely on crash data is using the rear-view mirror versus the windshield view approach. Fiscal year 2015 planning begins with the 2013 crash data, because the 2014 crash data is not available. Formal evaluation studies cannot be utilized for the current year, as the publication is often not ready for disbursement until after the current program grant cycle is finished. An alternate method of research is needed to assess program effectiveness.

Telephone surveys give OHSP immediate feedback on how drivers perceive and react to programs. Surveys allow OHSP to make adjustments mid-stream and develop plans based on current-year data. Surveys are also used to identify the need and effectiveness of other public awareness programs, including high visibility enforcement, graduated driver license education, distracted driving, and motorcycle safety.

Funding will support the costs of the surveys.

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### Grant Performance and Data Analysis Support

Project Number	PT-15-02	
Benefit to Locals	No	
Grantee	Western Michigan University	
Grant Amount, Funding Source	\$75,000	402
Grant Start-up	October 1	
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Improve timeliness and accuracy of data collections, analysis processes, accessibility, and distribution and systems. Explore innovative countermeasures for impaired driving.	
Project Objective	Collect and analyze enforcement reports quarterly for performance by September 30, 2015.  Review 2010-2014 crash files and provide an in-depth county analysis for performance and crashes by September 30, 2015.  Recommend locations, strategies, and periods for funding in FY16 based on the county analysis by March 30, 2015.	

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. Law enforcement agencies that receive grant funding from OHSP for overtime traffic enforcement are determined by countywide crash data and available funding. This project will determine the impact overtime enforcement had on reducing fatalities and serious injuries to unrestrained occupants and/or involving alcohol crashes. It will also analyze and report each agency's ability to meet the recommended performance measures for grant-funded enforcement and recommend detailed enforcement strategies for each county/participating agency.

Funding will support the evaluation of effectiveness of the overtime enforcement efforts.

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<b>Task 5: Program Management</b>		<b>\$1,305,000</b>
<b>Revision 06/19/2015</b>		<b>\$1,295,000</b>
Section 402 funds		\$1,305,000
	Revision 06/19/2015	\$1,295,000

### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,305,000 <del>\$1,295,000</del> 06/19/2015	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.